from *Wasteland* to *Wonderland*

THE STORY OF PALM DESERT

the exciting new
Desert Community

72862.75

New Palm Desert Corporation Administration Building — Recently Completed

Fire Cliff Lodge — Opening Soon

Executive Bungalows and Employees Lodge — Now Completed

16½ Miles Paved Roads

14½ Miles Water Mains, Fire Hydrants

House of Riley Rental Units — Now Open

Twin Palms Apartments Now Open

Carl Henderson Residence

Herbert Pritzlaff — Cliff May designed Ranch Estate Under Construction

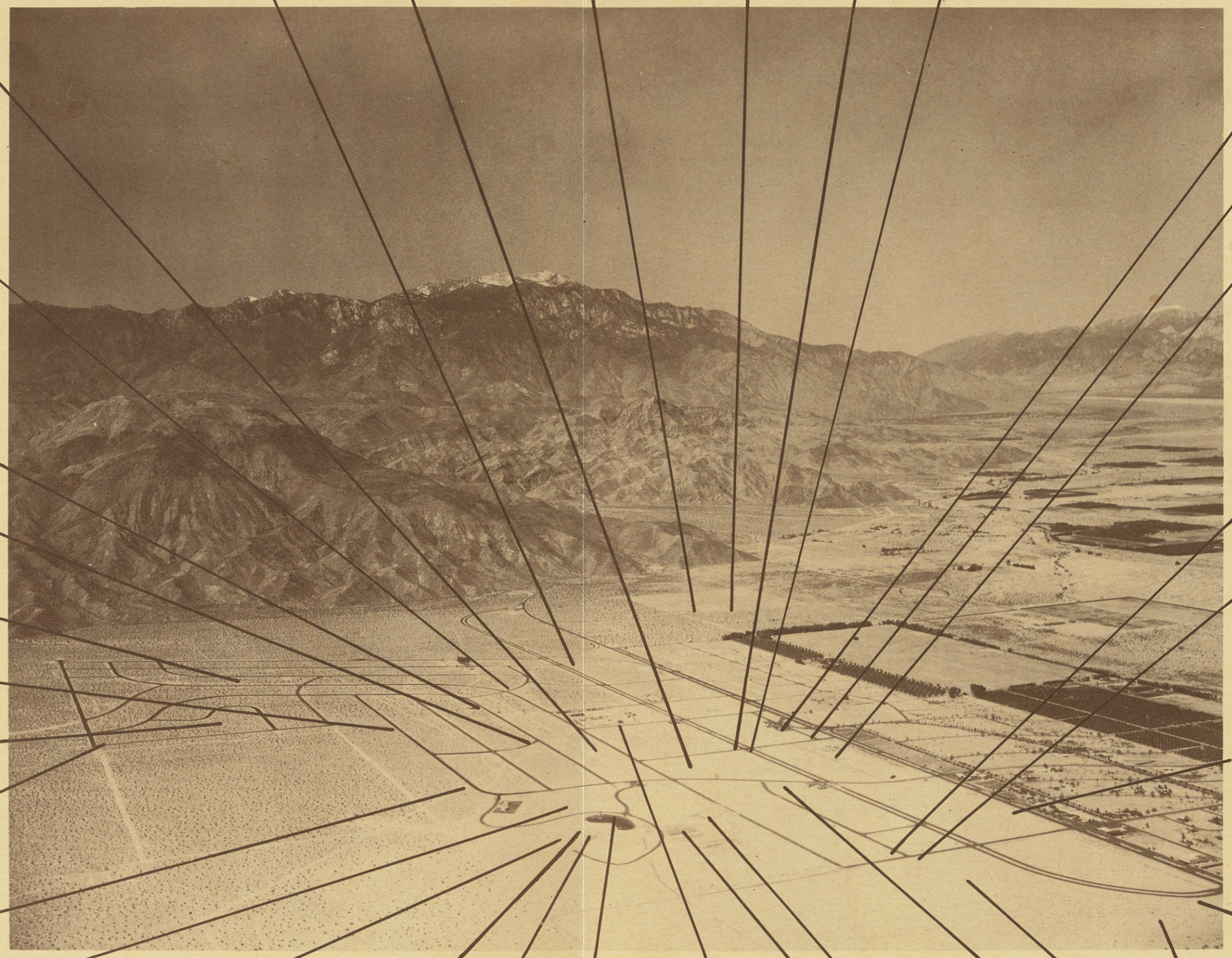
Model Home Under Construction — Weston & Jones

Col. R. P. Shea House

L. K. Firestone Estate Under Development

Frank A. Andrews Desert Estate Under Development

Cliff Henderson Modern Ranch Home



Coffee Shop, Shali-Mart Date Shop, O'Brien Gift Shop, La Palma Juice and Fruit Bar, Propinquity Antique Shop

Palm Desert Post Office

Palm Desert Beauty Parlor, Barber Shop and Wine Shop

Seven Acres Public School Site

Four Church Sites

Carl R. Henderson Office Building and Apartments Under Construction

Desert Magazine Publishing Plant and Desert Art Museum Now Under Construction

Pitch & Putt Golf Course Completed

Shadow Mountain Clubhouse Under Construction

Kiddies' Pool Completed

135' Figure 8 Swimming Pool Completed

Boating Lake and Bath House Completed

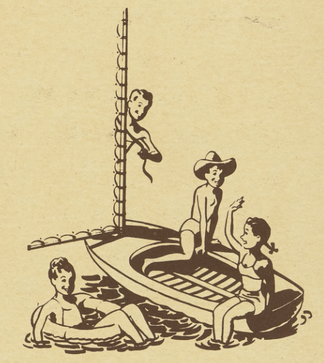
Civic Center Site

Two Championship Lighted Tennis Courts and Five Lighted Paddle Tennis Courts

Edith Ward Apartments

Desert Magazine Lodge Now Under Construction

New Unit 4 — Opening Soon



Here is Palm Desert today . . . A scant 16 months after men of vision and energy had rolled up their sleeves to transform this wasteland into a wonderland.

Here is Palm Desert as nature created it, a protected area of sand and mesquite . . . . a potential wonderland awaiting only man's magic touch.

Palm Desert Community-builders call this home! These attractive bungalows were built exclusively for the use of executives and staff of Palm Desert and Shadow Mountain Club.

One of the show places of the Shadow Mountain Estate area is this Herbert Pritzlaff ranch estate. Designed by Cliff May, this Pritzlaff winter home will be one of California's finest desert residences.

Clifford W. Henderson's modern ranch home designed by Gordon Kaufman and Henry Eggers.

A vision come true. Shadow Mountain Club's fabulous boating lake, scene of miniature boating regattas . . . indisputable evidence of Palm Desert's bountiful water supply.

Two years ago a group of men looked upon the sheltered cove of land guarded by towering Shadow Mountain. With the eyes of community builders they saw far more than the sand which lay before them. They saw a community of homes, churches, shops . . . they saw this delightful, nature-protected cove as a place where families could relax and enjoy the sun and the healthful desert air, where family life would become the ideal that every man seeks. 16 months of tireless energy have brought an amazing transformation.

Today the vision of these men is a reality. The development corporation has expended over three-quarters of a million dollars and more than $600,000.00 is now being expended by private interests for lovely homes, income units and commercial structures. The 1620 acres of Palm Desert are interlaced with 16½ miles of roads, a complete water system with a supply of water so large that a miniature lake has been created here. Many homes will soon be lived in and enjoyed by their owners. Bungalow Hotels are near completion. Stores and shops are already supplying the needs of the residents of this desert community.

Man's empire-building magic has created a wonderful new community for you and your loved ones.

Palm Desert Corporation's new Administration building, located at the intersection of Palm Desert's beautiful tree-lined El Paseo Avenue and the famous Palms to Pines Highway.

Shadow Mountain Club guest cottages adjoining Shadow Mountain Club's sporting 9-hole turfed golf course.

Junior Shadow Mountain Club members will share the joys of swimming neath the desert sun in this Prince-size wading pool which adjoins the huge Shadow Mountain Club pool.

Uncle Sam was one of the first residents of Palm Desert and established the Palm Desert Post Office on July 16, 1947. Palm Desert's Post Office serves one of the richest areas in the Coachella Valley, taking care not only of the needs of Palm Desert residents and business interests but also of many adjoining areas.

Shadow Mountain Club House nears completion. Photo shows construction activity as seen from the upper terrace. Thanksgiving, 1947 marks the opening of Shadow Mountain Club's major recreation facilities.

Desert Magazine Home. This beautiful building, the lobby of which will be a desert art musuem, will house the offices and plant of the famous Desert Magazine. The Indian-Pueblo architecture will add a beautiful touch to the Palm Desert townsite.

Shadow Mountain Club's gigantic swimming pool, ready for the pleasure of members on Thanksgiving 1947, is one of the world's finest. The pool is set amid beautiful cabanas and is protected by the rambling Shadow Mountain Club House. Surrounding terraces were designed by world-famed land planning engineer, Tommy Tomson. Features of the pool include two 25 ft. slides specially designed and built for the Shadow Mountain pool, 5 championship diving boards, all of which conforms to full Olympic specifications.

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Palm Desert is the locale of America's finest family retreat . . . fabulous Shadow Mountain Club. Here is a 75 acre paradise of play where every member of the family will find time too short to encompass all the joys that the club will make available to them.

At this very moment as this copy is written on the shore of Shadow Mountain Lake, the writer is watching children joyously sailing their miniature boats on this unique desert oasis. A stone's throw away, a foursome is enjoying the sporty Shadow Mountain pitch and putt golf course . . . and the balmy desert air rings with the joyous laughter of Shadow Mountain Club members and their guests cavorting in the spectacular swimming pool . . . while others are relaxed in chaises on the lovely terraces and in the cozy cabanas.

Pages could be written describing the variety of facilities available at this finest of fine clubs, but words can never tell the story completely. Of equal importance—Shadow Mountain Club is in the center of America's miracle post-war planned community—Palm Desert—a community providing bountifully for every human need—cultural, spiritual, and recreational. Delightful stores will make your shopping expeditions a truly convenient and enjoyable treat. Shadow Mountain Club is no longer the cherished dream of its founders . . . it is a reality to be enjoyed by your family and the guests you will want to entertain here.

Charter membership definitely closes in the near future. Applications should be made without delay. Decide now to add to your lifetime the happy hours which Shadow Mountain Club will provide for you and yours . . . to enjoy the congeniality of other Shadow Mountain Club members who will join your ever-widening circle of friends.

OFFICERS

Shadow Mountain Club
PALM DESERT COMMUNITY ASSOCIATION

President . . . . Oscar A. Trippet

Vice-President . . Stephen W. Royce — *Secretary-Treasurer* . . Frank W. Bireley

DIRECTORS

Frank W. Bireley — Leonard K. Firestone
Clifford W. Henderson — Stephen W. Royce
Oscar A. Trippet

BOARD OF GOVERNORS

General H. H. Arnold
Edgar Bergen
Frank W. Bireley
Earl Coffman
Thomas Colby
E. L. Cord
Leonard K. Firestone
Clifford W. Henderson
Emmett H. Jones
Henry King
Harold Lloyd
Dr. John P. Lordan
Alden Roach
Stephen W. Royce
Donald Russ
Carl B. Squier
William Lyman Stewart, Jr.
Oscar A. Trippet

SHADOW MOUNTAIN CLUB
PALM DESERT, CALIFORNIA